

ALLOWANCE

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Thom Chen July 21, 2011.

The application has been amended as follows:

Claim 26 has been replaced by;

- Claim 26, The method of claim 25 wherein said certain goods are time-sensitive.

Claim 27 has been replaced by;

- Claim 27, The method of claim 25 wherein said certain goods are event tickets.

Allowable Subject Matter

2. Claims 1-43 are allowable over the prior art of record as argued by Applicant's representative in their response 11/9/2010.

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to CLEMENT GRAHAM whose telephone number is (571)272-6795. The examiner can normally be reached on 7am to 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alexander Kalinowski can be reached on (571) 272-6771. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3691

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

CG

May 19, 2011

Art Unit 3691

/HANI M KAZIMI/

Primary Examiner, Art Unit 3691